

**Status Report on the Input of the
Leon County
Fairgrounds Citizen Advisory Committee**

on the

**Redevelopment and Relocation
of the North Florida Fairgrounds**

February 10, 2004

Opportunities and Constraints to Redevelopment of the North Florida Fairgrounds

Opportunity to:

- Recreate the Community surrounding the Fairgrounds property
- Establish a "Town Center" that is a Major Destination Point for the Community
- Create a "Walkable Community" with Sidewalks, Bicycle Paths and Covered Transit Stops (Trolley)

Attract:

- New People to the Community , and
 - (Bring Back Families with Children to the Community)
- Small Businesses
- High-End Paying Jobs
- Quality Schools

Seek:

- Private Sector Investment
 - Professional Office Buildings
 - City/County/State Government Offices
- Highlight, Enhance and Create New Government Incentives (Enterprise Zone, Sales Tax Credits, Target Pilot Program, etc.)

Plan for Future Land Uses

- Establish Design Standards in the RFP that set criteria for the types of development and aesthetics (appearance) of facilities constructed on the site.
- Partner with the Universities, Community College, Business Community and Neighborhoods in making the Fairgrounds Site an On-going Focal Point of the Community. Establish an Education Component of the Site.
- Maintain the cultural and historical character, as well as the quality of the community in the redevelopment process

- Designate Types of Future Land Uses
 - Affordable Upscale /Mixed Use Housing
 - High End Retail Shops
 - Locally Owned Boutiques and Specialty Shops
 - Upscale Restaurants and Locally Owned Eateries
 - Hotel (Ballroom and Reception Facilities)
 - Create an Entertainment Center
 - Amphitheater/Movie Theater
 - Music/Jazz Club
 - Art Exhibitions
 - Adult/Youth Establishments
 - Bowling Center
 - Chuck-E-Cheese
 - Skating

Constraints

The following is a summary of constraints that the Fairgrounds Citizen Advisory Committee believes will need to be overcome for the successful redevelopment and relocation of the Fairgrounds property.

- Relocation of the Fairgrounds to an acceptable and financially feasible site.
- Acquisition of a Site for Relocation of Existing Fairgrounds Infrastructure Improvements.
- Identification of Funding Sources for the Redevelopment and Relocation of the Fairgrounds
- Current Appraisal Replacement Cost New - Existing Infrastructure Improvements
\$7.2 million
- Can the Market Support the Redevelopment of the Fairgrounds and When?
- New sites must meet Zoning and Permitting Requirements
- Level of Support for the Project by the North Florida Fair Association, Community, Private Sector and Government

Fairgrounds Redevelopment

Additional Items to be Considered

The Fairgrounds CAC also provided a listing of additional items that should be considered in the Redevelopment of the Fairgrounds as follows:

- Any Relocation and/or Replacement Site Selected for the Fairgrounds Remains an Asset of Leon County.
- The Impact of Increased Traffic Circulation on the Surrounding Neighborhoods.
- The Ease of Accessibility (Ingress & Egress) to and from the Fairgrounds
- Assess Infrastructure Needs for Development of the Site (Water/Sewer Utility Issues).
- Development of the Fairgrounds Site as a Mixed - Use Project with the Fairgrounds Remaining on the Site.
- Establish Hours of Operations for Events/Activities. Locate Land Uses with Most Traffic and Noise Away from Neighborhoods.
- Establish City Sound/Nuisance Ordinances for the Development.
- Incorporate Design Standards into the Potential Development RFP.
- Design Parking on the Site to Create the Least Amount of Impact to Neighborhoods.
- Transform the Negative Perception of the Southside Through Increased Marketing.
- Consider Placement of an Education Component on the Site in Partnership with TCC, FAMU and FSU Universities, and the Leon County Schools.

Future Actions Needed

The Fairgrounds CAC has suggested some future actions that the Board can undertake to ensure the successful redevelopment of the Fairgrounds property.

- Once the Market Feasibility Study is complete and is shown to support development of the Fairgrounds site, begin a review of potential replacement sites and funding alternatives.
- Establish an effective Public participation and outreach initiative to obtain North Florida Fair Association, community, neighborhood, business and University support and buy-in for the project
- Review current zoning requirements and determine what changes are needed to make the Fairgrounds property more desirable for Private Sector Development.
- Develop a Master Plan and Economic Impact Analysis for Development of the site.
- Demonstrate the Economic Benefit to the Southside and to the community as a whole.
- Determine where the North Florida Fair Association would choose for a replacement site.